

JUNKFEST 2025 – SUSTAINABILITY EVENT REPORT

A Community Celebration of Creativity, Sustainability, and Zero Waste

What is JunkFest About?

JunkFest 2025 was the inaugural festival held on Saturday, 4th October 2025, at the Horseshoe Bay Community Centre on Magnetic Island. The festival celebrated creativity and sustainability by community members transforming discarded materials into extraordinary works of art, fashion, and functional pieces.

Organised by the Magnetic Island Community Development Association (MICDA) and the Zero Waste Magnetic Island (ZWMI) working group, and funded by the Townsville City Council and MICDA in partnership with the Great Barrier Reef Foundation, JunkFest served as both a celebration and an educational platform. Other important partners providing support and services were Alex Newberry and his team from Eco Trilogy and Diana Condylas from Plastic Free NQ. All these partners provided their valuable advice, support, on-the-ground work, and in the case of Eco Trilogy, their portable washing station and service—free of charge.

The event promoted community zero-waste action and aimed to become the first major Zero Waste festival on Magnetic Island. It encouraged residents and visitors to repurpose, recycle, and reuse, contributing directly to the broader 'Towards Net Zero Magnetic Island (Yunbenun)' Climate Action Project.

Stallholder Rules and Festival Values

JunkFest had a strong sustainability ethos, reflected in strict stallholder participation rules to ensure the event's environmental integrity. The application form included the following Festival Values:

- "We are a family-friendly, zero-waste, environmentally conscious festival."
- Reusable food service ware only no non-compostable packaging.
- ✓ Aluminium cans only no plastic bottles.
- ✓ Bulk condiment containers no single-use sachets.
- All stallholders must remove their own waste.
- X No single-use plastics, no bottled water sales, glitter, glow products, plastic bunting, plastic toys, balloons, or plastic bags.

- X No fairy floss, corn dogs, or excessive junk food.
- X No items in single-use or plastic packaging.

Event Setup and Waste System

The food and drink area featured a designated hydration station where attendees could refill their water bottles. Reusable cups were provided to food vendors for customer use, and refillable water bottles were available as giveaways for those who arrived without one.

Throughout the day, at least two volunteers at a time were assigned as Zero Waste Bin Monitors to manage the waste system, assist vendors, and help attendees dispose of waste correctly.







Bin Setup and System

Red bin: Landfill waste

🌼 Pink bin: Reusable items for washing

Green bin: Food scraps

♦ Two bins for 10¢ containers

Two yellow-lidded TCC recycling bins, placed strategically near food vendors and toilets

All volunteers, vendors, and organisers were briefed on the Zero Waste system before the event. Food was served on reusable plates, bowls, and cups—even items like sandwiches and cakes—to prevent paper napkins and disposable packaging from entering landfill. Vendors were encouraged to communicate directly with customers about returning items for washing: "This is for eating here at the event—when you're done, please place your cup or plate in the pink bin."







Signage and Communication

Clear reused or repurposed signage guided guests throughout the event. JunkFest banners were created from repurposed and painted coreflutes for future reuse. Programs were displayed and online rather than printed individually. The MC regularly announced that JunkFest was a Zero Waste event and reminded guests how to dispose of items correctly. A key success factor was the dedicated 'Bin Fairies,' volunteers stationed near the bins and food service area for the entire day. Their guidance ensured proper waste separation, maintained cleanliness, and prevented loss of reusable items.

Messaging and Community Awareness

The JunkFest website, social media, radio, and print materials consistently reinforced Zero Waste messaging—encouraging attendees to BYO refillable bottles, avoid single-use plastics, and support sustainability. Promotional materials included a YouTube Reel and social media campaign titled: "Zero Waste JunkFest – Transforming Waste into Wonder." Educational posters were displayed at the Zero Waste information table, providing visual reinforcement of event practices and waste sorting.

Click to play! https://youtube.com/shorts/R07dhGp2MD4?si=BP8rykK5Ox_fkqJm

Click to play the fabulous JunkFest Video:

⊕ JunkFest 2025 a sustainable fun filled success on Magnetic Island.





ZERO WASTE AT JUNKFEST

How is JunkFest aiming to be the first large event on Magnetic Island that is Zero Waste?









SORTING WASTE

Eco Trilogy will provide a wash service for all food and drink service items like cups, cutlery, plates etc.

USING REUSABLES

Yummy food and drink from food stalls will be served on reusable plates and cups and use reusable cutlery.

BYO WATER BOTTLES

BYO water bottles and refill them for FREE at our Water Refill Station/Hydration Station.

REDUCING WASTE

Minimal single use plastic at our excellent market, info and workshop stalls.

RECYCLING FOOD

All food scraps will be processed into soil conditioner in the Reef Assist Bio-Regen Centre right here in Horseshoe

Vendor Participation and Feedback

Two food vendors participated: a stall selling bread items, fruit, and pastries with drinks in cans, and a coffee and cake stall. Both were supplied with reusable containers and cups from Eco-Trilogy, whose staff also briefed vendors before the event.

MICDA obtained feedback from the vendors which showed strong support for the Zero Waste approach. Vendors appreciated cost savings from not purchasing single-use packaging and recognised the festival's positive environmental focus. One vendor questioned the exclusion of paper napkins. Food-contaminated paper products cannot always be effectively recycled, so discouraging their use reduces landfill waste and confusion among attendees.

Event Outcomes

Attendance: Over 500 attendees (excluding volunteers, stallholders, and performers). Reusables washed: 308 items cleaned and reused on the day. An average event of this size generates around

1.5kg per person per meal/per half day thus usually around 750 kg of waste without waste diversion. JunkFest produced approximately 51 kg in total, achieving substantial waste reduction.

Waste Stream	Quantity	Notes
Recycling	1 × 360L bin (~32 kg)	Mostly cardboard and paper
₩ Landfill	1 × 240L bin (~19 kg)	Serviettes, plastics, old clothing, etc.
Food Waste	1.5 × 20L buckets (~5 kg)	Composted via BioGen unit
	~80L bulka bag	Recycled via container refund program

• Food waste: 1 and ½ 20 litre buckets full which created around 5kg of food waste which was converted to a soil conditioner in the Biogen unit located on the island. Click to view this great video about the food waste conversation project.

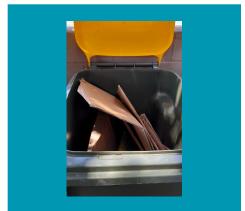
Good Earth from Food Waste: Magnetic Island Circular economy initiative.

From waste to good earth: Meet Chris, the waste & weeds transformer on Magnetic Island.

Total waste generated: ~51 kg | Estimated waste avoided: ~700 kg. Additional highlights include four large hard plastic were containers repurposed to the BioGen unit, food waste converted to soil conditioner, record Sealink passenger numbers, and a volunteer-run courtesy bus transporting approximately 70 passengers, reducing emissions.







JunkFest 2025 Magnetic Island – Survey Findings Summary

The JunkFest 2025 Feedback Survey gathered 64 responses from attendees, participants, and stakeholders—representing 7.8% of total attendees—to assess satisfaction, inclusivity, sustainability

impact, and engagement. The event achieved a Net Promoter Score (NPS) of 67.19, indicating excellent satisfaction and strong community support.

Over 85% of respondents rated the event as Very Good or Excellent, praising its atmosphere, creative workshops, entertainment, volunteers, and sustainability focus. Sustainability measures such as wash stations, refill points, and food waste systems received strong support (76% strongly approved, 23% approved, 14% suggested more signage).

Recommendations for Future Zero Waste Events

- Set clear sustainability requirements for stallholders, food vendors, and performers.
- Provide hydration and wash stations to support reusable food and drink service.
- Appoint dedicated bin monitors to guide guests and maintain waste separation.
- Communicate Zero Waste expectations early and widely through event promotion.
- Offer refillable bottles or keep cups for sale or giveaway to support participation.
- Ensure plentiful, well-placed signage made from recycled or reusable materials.
- Celebrate positive behaviour through public recognition and announcements during the event.

Conclusion

JunkFest 2025 successfully demonstrated how a community-led event can combine artistic creativity with environmental responsibility. Through strong planning, messaging, and collaboration, the festival achieved over 90% waste reduction compared to conventional events. It provides a model for future Zero Waste festivals—proving that sustainability can be both inspiring and achievable when the community works together.

Thanks to















SITE PLAN OF EVENT

